

Dec 11, 2001

**IN THE MATTER OF SUPPLEMENTAL COMMENT SOUGHT ON NATIONAL  
CABLE TELEVISION ASSOCIATION AND THE MEDIA ACCESS PROJECT  
EX PARTE PRESENTATIONS REGARDING EAS DECODERS.  
EB DOCKET NO 01-66**

Please accept the following as the comments of the HollyAnne Corporation on the above named request for comments:

HollyAnne Corporation, a Nebraska Corporation, is a Manufacturer of EAS Encoder/Decoders and other emergency warning and EAS products. It has been in the emergency warning business since 1987.

Because of the Chip technology employed in the manufacture of its EAS encoder/decoder, the company does not anticipate any substantial reduction in costs if it were to be asked to certify and provide an EAS decoder product.

HollyAnne Corporation does wish to point out that it has sold and has available for sale, an EAS encoder/decoder that it developed for and sold to the broadcast radio and low power Television Market. It sells at a substantial discount to the prices currently charged for its and other suppliers' EAS encoder/decoders offered to the Cable Television Industry. The product offers its price efficiencies by excluding features not always desired by radio and low power TV broadcasters. There may be some Cable Television companies that likewise would be willing to forgo these same features to obtain a lower price,

HollyAnne Corporation would also like to point out that the EAS encoder/decoder makes up a relatively small fraction of the total selling price of typical EAS systems. Even a substantial reduction in the price that an "EAS decoder only" may offer will have a relatively small impact on the selling price of EAS systems in which it is included.

It should also be noted that EAS system prices have become much more affordable due to competition as well as innovative changes in system design and manufacturing. Selling prices of EAS systems for small cable systems are currently as low as ten percent of what large cable systems paid for EAS systems only five years ago.

HollyAnne Corporation recommends that the commission allow competitive forces continue to work in reducing prices. It does not foresee any substantial savings that will realized by offering an EAS decoder only.